



LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# 2911-C2 "MARK ON STEPS" PG 4/C BLD(8 1/2 x 11 1/4) NATIONAL MAGAZINE 1996



Can you really
enjoy smooth satisfying
taste at lower tar?
Absolutely.

Sure you can!



**You've
got
MERIT**

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Using 1 mg "tar," 0.1 mg nicotine—Ultra Lights; 0.9 mg "tar," 0.4 mg nicotine—Kings; 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.



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